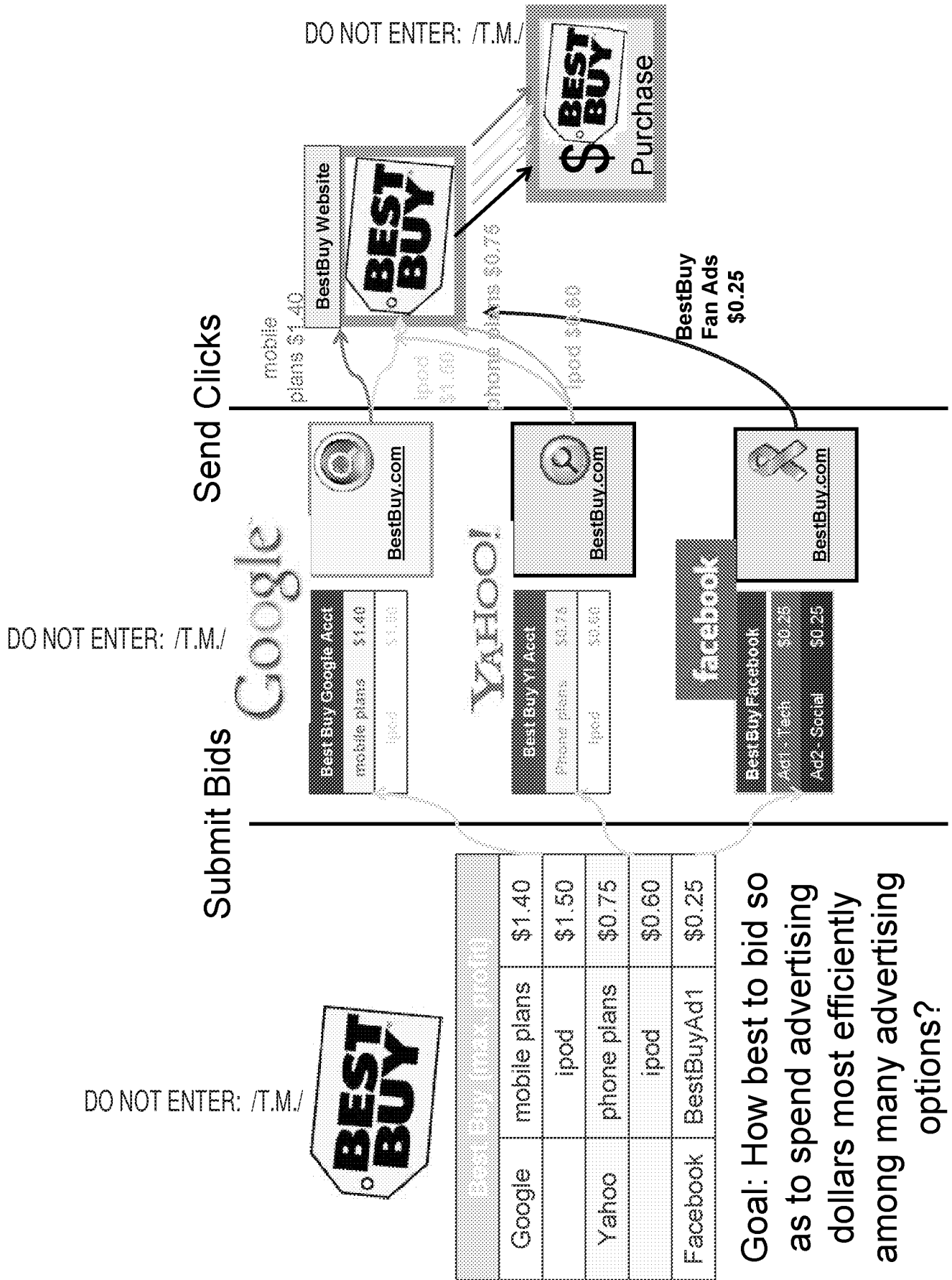


DO NOT ENTER: /T.M./

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Appendix

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APPENDIX 2

DO NOT ENTER: /T.M./

| Best Buy (max. profit) | | | | | | | |
|------------------------|--------------|--------|-------------|--------|-------|----------|---------|
| Marketplace | Biddable Ads | Bid | Impressions | Clicks | Cost | Position | Revenue |
| Google | mobile plans | \$1.40 | 10000 | 100 | \$140 | 3.2 | \$2000 |
| | ipod | \$1.50 | 5000 | 75 | \$110 | 2.1 | \$1200 |
| Yahoo | phone plans | \$0.90 | 2000 | 70 | \$60 | 2.3 | \$1000 |
| | ipod | \$1.00 | 1200 | 80 | \$70 | 1.1 | \$800 |
| Facebook | BestBuyAd1 | \$0.35 | 12000 | 30 | \$10 | 2.0 | \$400 |

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